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|---------------------------------|--|-------------------------------|------------------------------|
| <i>SERFF Tracking Number:</i> | <i>UHLC-126775621</i> | <i>State:</i> | <i>Arkansas</i> |
| <i>Filing Company:</i> | <i>UnitedHealthcare Insurance Company</i> | <i>State Tracking Number:</i> | <i>46548</i> |
| <i>Company Tracking Number:</i> | <i>WB25238ST</i> | | |
| <i>TOI:</i> | <i>MS08G Group Medicare Supplement - Standard Sub-TOI:</i> | | <i>MS08G.001 Plan A 2010</i> |
| | <i>Plans 2010</i> | | |
| <i>Product Name:</i> | <i>GROUP MEDICARE SUPPLEMENT</i> | | |
| <i>Project Name/Number:</i> | <i>INQUIRY/WB25238ST</i> | | |

Filing at a Glance

Company: UnitedHealthcare Insurance Company

Product Name: GROUP MEDICARE SUPPLEMENT SERFF Tr Num: UHLC-126775621 State: Arkansas

TOI: MS08G Group Medicare Supplement - Standard Plans 2010 SERFF Status: Closed-Filed-Closed State Tr Num: 46548

Sub-TOI: MS08G.001 Plan A 2010 Co Tr Num: WB25238ST State Status: Filed-Closed
Filing Type: Advertisement Reviewer(s): Stephanie Fowler

Authors: Michelle Ambach, Tammy Frederick, Bobbie Walton

Disposition Date: 08/31/2010

Date Submitted: 08/19/2010 Disposition Status: Filed-Closed

Implementation Date Requested: On Approval Implementation Date:

State Filing Description:

General Information

Project Name: INQUIRY

Project Number: WB25238ST

Requested Filing Mode: File & Use

Explanation for Combination/Other:

Submission Type: New Submission

Overall Rate Impact:

Filing Status Changed: 08/31/2010

Status of Filing in Domicile: Pending

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Group

Group Market Size: Large

Group Market Type: Association

Explanation for Other Group Market Type:

State Status Changed: 08/31/2010

Created By: Michelle Ambach

Corresponding Filing Tracking Number:

WB25238ST

Filing Description:

RE: UnitedHealthcare Insurance Company

AARP Medicare Supplement Advertising Material

Internet Banner Ads

NAIC No: 0707-79413

File No: WB25238ST (PLEASE USE THIS NUMBER IN ALL CORRESPONDENCE)

SERFF Tracking Number: UHLC-126775621 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46548
Company Tracking Number: WB25238ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: INQUIRY/WB25238ST

We enclose for your information and review, proof copies of advertising materials for use in connection with the AARP group health insurance program. The enclosed Banner Ads are new and do not replace any material previously submitted to the Department.

When the consumers click on the ad they will be brought to the previously approved eBRC. The eBRC has all the necessary disclosures. Note: WB25123ST is the eBRC. A person can fill out their information on the form and hit submit. The "thank you" page WB25125ST will appear as a confirmation that all of the person's information has been submitted successfully. Both pages were previously approved by the Department on 01/05/10 under the Department's File Number: 44274.

We trust the enclosed forms are in order and look forward to your prompt acknowledgment of this filing. If you have any further questions you can contact me at 215-902-8444. If you prefer, you may also send a facsimile to me at Fax: 215-902-8813 or send an email to Susan_J_Cipollo@uhc.com.

Sincerely,

SJC:tmf
Enclosures

LIST OF ENCLOSURES
MEDICARE SUPPLEMENT
2010

| | |
|-----------|-----------|
| WB25238ST | BANNER AD |
| WB25239ST | BANNER AD |
| WB25240ST | BANNER AD |
| WB25241ST | BANNER AD |
| WB25242ST | BANNER AD |
| WB25243ST | BANNER AD |
| WB25244ST | BANNER AD |
| WB25245ST | BANNER AD |

SERFF Tracking Number: UHLC-126775621 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46548
Company Tracking Number: WB25238ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: INQUIRY/WB25238ST
WB25246ST BANNER AD
WB25247ST BANNER AD

Company and Contact

Filing Contact Information

Susan Cipollo, Director Susan_J_Cipollo@uhc.com
680 Blair Mill Rd. 215-902-8444 [Phone]
Horsham, PA 19044 215-902-8813 [FAX]

Filing Company Information

UnitedHealthcare Insurance Company CoCode: 79413 State of Domicile: Connecticut
185 Asylum Street Group Code: 707 Company Type: Life and Health
Hartford, CT 06103 Group Name: State ID Number:
(860) 702-5000 ext. [Phone] FEIN Number: 36-2739571

Filing Fees

Fee Required? Yes
Fee Amount: \$500.00
Retaliatory? No
Fee Explanation: 50.00 per ad. 10 ads
Per Company: No

| COMPANY | AMOUNT | DATE PROCESSED | TRANSACTION # |
|------------------------------------|----------|----------------|---------------|
| UnitedHealthcare Insurance Company | \$500.00 | 08/19/2010 | 38883662 |

SERFF Tracking Number: UHLC-126775621 State: Arkansas
Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46548
Company Tracking Number: WB25238ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: INQUIRY/WB25238ST

Correspondence Summary

Dispositions

| Status | Created By | Created On | Date Submitted |
|--------------|------------------|------------|----------------|
| Filed-Closed | Stephanie Fowler | 08/31/2010 | 08/31/2010 |

SERFF Tracking Number: UHLC-126775621 *State:* Arkansas
Filing Company: UnitedHealthcare Insurance Company *State Tracking Number:* 46548
Company Tracking Number: WB25238ST
TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010
Product Name: GROUP MEDICARE SUPPLEMENT
Project Name/Number: INQUIRY/WB25238ST

Disposition

Disposition Date: 08/31/2010

Implementation Date:

Status: Filed-Closed

Comment:

Rate data does NOT apply to filing.

SERFF Tracking Number: UHLC-126775621 State: Arkansas

Filing Company: UnitedHealthcare Insurance Company State Tracking Number: 46548

Company Tracking Number: WB25238ST

TOI: MS08G Group Medicare Supplement - Standard Sub-TOI: MS08G.001 Plan A 2010
Plans 2010

Product Name: GROUP MEDICARE SUPPLEMENT

Project Name/Number: INQUIRY/WB25238ST

| Schedule | Schedule Item | Schedule Item Status | Public Access |
|----------|---------------|----------------------|---------------|
| Form | BANNER AD | Filed | Yes |
| Form | BANNER AD | Filed | Yes |
| Form | BANNER AD | Filed | Yes |
| Form | BANNER AD | Filed | Yes |
| Form | BANNER AD | Filed | Yes |
| Form | BANNER AD | Filed | Yes |
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SERFF Tracking Number: UHLC-126775621 State: Arkansas
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Form Schedule

Lead Form Number: WB25238ST

| Schedule Item | Form Number | Form Type | Form Name | Action | Action Specific Data | Readability | Attachment |
|---------------------|-------------|-----------|-----------------------|---------|----------------------|-------------|---------------|
| Status | | | | | | | |
| Filed 08/31/2010 | T | WB25238S | Advertising BANNER AD | Initial | | 45.000 | WB25238ST.pdf |
| Filed 08/31/2010 | T | WB25239S | Advertising BANNER AD | Initial | | 45.000 | WB25239ST.pdf |
| Filed 08/31/2010 | T | WB25240S | Advertising BANNER AD | Initial | | 45.000 | WB25240ST.pdf |
| Filed 08/31/2010 | T | WB25241S | Advertising BANNER AD | Initial | | 45.000 | WB25241ST.pdf |
| Filed 08/31/2010 | T | WB25242S | Advertising BANNER AD | Initial | | 45.000 | WB25242ST.pdf |
| Filed 08/31/2010 | T | WB25243S | Advertising BANNER AD | Initial | | 45.000 | WB25243ST.pdf |
| Filed 08/31/2010 | T | WB25244S | Advertising BANNER AD | Initial | | 45.000 | WB25244ST.pdf |
| Filed 08/31/2010 | T | WB25245S | Advertising BANNER AD | Initial | | 45.000 | WB25245ST.pdf |
| Filed 08/31/2010 | T | WB25246S | Advertising BANNER AD | Initial | | 45.000 | WB25246ST.pdf |
| Filed 08/31/2010 | T | WB25247S | Advertising BANNER AD | Initial | | 45.000 | WB25247ST.pdf |

**AARP® Medicare
Supplement**



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information kit today!

WB25238ST

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